

# RAJANIKANT DWIVEDI

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## Summary

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Results-driven SEO specialist with 6+ years' experience. Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords for a leading ecommerce brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO Strategist at Google.

## Skill Highlights

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- ❖ Ryte, Deepcrawl, Screaming Frog, Ahrefs, Searchmetrics, Semrush, Sistrix, Google Search Console, Google Analytics, MS Excel
- ❖ Especially skilled in data analysis using tools like Knime
- ❖ Good knowledge of HTML, CSS, and JavaScript
- ❖ Writing informational and reader-friendly reports
- ❖ Strong communication, collaboration, and leadership skills

## Experience

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**Social Media Manager** - 05/2016 to 07/2018

**QBH Solutions, Gorakhpur**

- Suggested and implemented new features to develop brand awareness.
- Increased customer engagement through social media
- Collaborated with team members to develop creative compare for social media platforms.
- Created and implemented impactful strategies to increase company brand awareness and engagement.
- Designed and implemented social media strategies to align with business goals
- Monitored online trends, conversations and innovations to
- Optimize strategies.

## **SEO & SMM specialist - 09/2018 to 12/2020**

Gorakhpur

- Monitored online trends, conversations and innovations to
- Boosted online engagement 80%
- Maintained in-depth understanding of industry practices and
- Identified technology framework required to support digital Strategies
- Analyzed website data such as traffic, interactions,
- Conversations and goals to find areas of improvement.
- A-B tested ad campaigns to optimize performance and drive
- Improved ROI.
- Researched and analyzed industry trends to inform search
- Marketing strategies.
- Helped clients develop website portals and social media pages
- To promote businesses. (**Digital Uddan**)
- Collaborated with designers, copywriters and developers,
- Creating effective search marketing campaigns.
- Created customized marketing materials to increase product awareness.
- Generated reports to monitor and analyze website performance,
- Search engine rankings, or domain authority.
- Created content strategies for digital media.

## **SEO & SMM specialist - 02/2021 to 2/2023**

**ACRON INFOTECH PVT.LTD, LUCKNOW**

- Develop and execute successful SEO strategies
- Manage team of SEO Specialists
- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Optimize website content, landing pages and paid search copy
- Direct off-page optimization projects (e.g. link-building)
- Collect data and report on traffic, rankings and other SEO aspects
- Work with social media and PPC teams to optimize campaigns
- Keep abreast of SEO and integrated marketing trends
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.

## **SEO & SMM specialist - 03/2023 to 08/2023**

### **SIGMAIT SOFTWARES & DESIGNERS PVT.LTD, LUCKNOW**

- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Develop optimization strategies that increase the company's search engine Results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy
- Write compelling and high-quality website content, including blog posts and Page descriptions
- Update content and website links for maximum optimization and search engine rankings

## **Digital Marketing Manager – 08/2023 to Present**

### **MY VAGA TRIP, AHMDABAAD**

- Monitor daily performance metrics to understand SEO strategy performance
- Update content and website links for maximum optimization and search engine rankings
- Direct off-page optimization projects (e.g. link-building)
- Research SEO keywords to use throughout the company's website and marketing materials
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Work with social media and PPC teams to optimize campaigns
- Develop optimization strategies that increase the company's search engine

## **Education**

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Pursuing MCA from AKTU Lucknow

Diploma in Software Engineering from NIIT Institute, Lucknow – 2013 to 2015

Graduation from DDU University, Gorakhpur 2014 to 2017

12<sup>th</sup> from UP Board with 1<sup>st</sup> Division 2012

## **Deceleration**

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I hereby declare that the information furnished above is true, complete

And correct to the best of my knowledge and belief. I understand that in the event of my information being found false or incorrect at any stage, my candidature / appointment shall be liable to Cancellation / termination without notice or any compensation in lieu thereof.

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